

Population Media Center

Vice President, International Programs

Position Specification

2021



POPULATION
MEDIA CENTER





Position Specifications

Role Specifics	
Position	Vice President, International Programs
Organization	Population Media Center
Location	Remote; Headquarter hours are aligned to the Eastern Time Zone (UTC-5), but this position interfaces with colleagues around the world, particularly (UTC+1) to (UTC+3)
Reporting Relationship	Executive Vice President
Website	www.populationmedia.org

As an entertainment organization that changes lives, PMC creates powerful TV and radio shows that catalyze change for individuals and societies.

The Opportunity

This is an outstanding opportunity for an experienced programmatic leader to join Population Media Center (PMC) and support its incredible work as the Vice President of International Programs. This executive will lead the strategic growth and implementation of PMC's unique and effective global entertainment programs, serving as both the technical lead and the programmatic manager. Throughout its history, PMC has changed lives and outcomes. As the world continues to evolve, there is a need for PMC's work and methodology to evolve alongside it; the Vice President will lead this charge and will be joining a passionate and driven team similarly dedicated to impact.

Population Media Center

Population Media Center is a nonprofit, international development organization, which strives to improve the health and well-being of people around the world through the use of entertainment-education strategies. At its heart, PMC is a women's rights organization dedicated to enhancing the well-being and status of women and girls around the world, and—by serving women and girls—PMC also serves the rest of humanity and the Earth.

PMC melds entertainment industry insight and behavior theory to create entertainment that is uniquely suited to address deeply embedded and personal issues. More specifically, PMC creates entertainment designed to challenge entrenched social norms, particularly those deleterious to the status of women and girls, or the environment. The social norms and behaviors sparked by PMC's programs create a feedback loop to drive sustained and dramatic change.

This approach has been proven to generate demand for important services, like schools or reproductive health clinics, and affect measurable social change. For instance, listeners to Burkina Faso's *Yam Yankré* and *Hèrè S'ra* were 1.8 times more likely than non-listeners to state that women in their family participate in decisions regarding the education of children and were 2.2 times more likely than non-listeners to disagree with the belief that being circumcised results in social acceptance for a girl. In addition to addressing the rights of women and girls in its dramas, PMC entertainment also addresses issues like biodiversity and habitat conservation, forest management, water conservation, farming practices, and climate change adaptation. Listeners to Rwanda's *Umurage Urukwiye* were 1.6 times more likely than non-listeners to know that protection of gorillas and their habitat can reduce poverty and bring tourists.



As of today, PMC has completed broadcast of more than 40 shows in more than 20 unique languages, helping more than 500 million people live healthier lives in more than 50 countries.

Read more about PMC's unique approach [here](#).

Position Summary

The Vice President for International Programs leads the International Programs department at PMC and serves as a key member of the organization's leadership team. The role has two primary responsibilities critical to PMC's success: (1) leading the effective implementation of PMC's overseas programs, through management of international program staff, resulting in consistent and cost-effective positive impact; and (2) serving as the technical lead for the impactful application of PMC's theory of change and related social behavior change strategies. While this leader does not need to be a current expert in Social and Behavior Change Communications (SBCC) or Communications for Development (C4D), they must be willing to both learn and evolve PMC's unique methodology. The position also contributes significantly to fundraising efforts among institutional donors and serves as a key representative for PMC to external stakeholders. While PMC is headquartered in Burlington, Vermont, this position can be done remotely and will frequently work with staff and external partners located in existing and potential program countries.

Specific responsibilities will include, but are not limited to, the following:

Executive Leadership

- Serve as a compelling and persuasive advocate for PMC's mission, methodology, and issue areas.
- Contribute to strategic planning and corresponding prioritization of organization-level objectives, including the development and stewardship of International Programs' annual Strategic Implementation Plan (SIP).
- Identify and implement process improvements for greater productivity and efficacy.
- Apply a consistent and disciplined financial management perspective that underpins all decision making.
- Assist with recruitment of senior staff positions.
- Engage the Board of Directors and key external stakeholders through meeting presentations and other communications, including presentations at international conferences.

Technical Leadership

- Guide the innovative evolution of PMC's Theory of Change (TOC) application that furthers strategic growth goals and increases program impact in a changing environment.
- Ensure PMC's social behavior change communications approach is state-of-the-art and maximizes positive impact.
- Lead PMC methodology training workshops with support from International Programs specialists and Field Office (FO) teams.
- Ensure adherence to PMC's methodology through reviewing values grids, story line and episode summaries, and character profiles.
- Contribute to other narrative-related activities such as issue and story extension (e.g., talk shows) in support of program teams.

Program Management

- Provide oversight to Program Managers and Country Directors (CDs) to ensure high quality productions, including putting in place quality control measures and sharing



best practices.

- Provide technical advice as needed for project implementation in country programs.
- Provide one-on-one supervision to direct reports as well as capacity building support, such as onboarding, coaching, and training.
- With the Research Unit (TRU), develop appropriate impact metrics and research protocols aligned with program issues.
- Collaborate with the HQ and field research teams to ensure alignment between creative outputs and program deliverables.

Financial Management & Business Development

- Lead cross-cutting and multi-country new business development efforts that incubate innovation and associated technical expansion of programs.
- Collaborate closely with PMC's Program and Partnership Development (PPD) department to research and respond to Requests for Proposals (RFPs) that renew funding for current country operations.
- Collaborate with PPD and Country Directors (CDs) in PMC Field Offices to identify and establish relationships with funders and project partners.
- Provide guidance and oversight for the drafting of technical (design) sections of proposals and guide design of TOC adaptations.
- Oversee collective program/restricted budget spending of country programs.

Qualifications

The successful candidate will bring passion and enthusiasm for the Population Media Center's mission and have at least 10 years of related experience in global population, public health, or communication for development work.

Specific qualifications include:

- Experience applying social behavior change concepts and strategies in developing country settings; specific experience with social norm change is preferred. Past work in entertainment media, marketing, or public health campaign design is highly desirable.
- Demonstrated experience working or communicating cross culturally.
- Ability to read, analyze, and interpret professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to respond effectively to the most sensitive inquiries or complaints.
- Excellent writing and public speaking skills, the ability to make effective and persuasive presentations to top management, boards of directors, and leaders in a variety of fields and cultures.
- A sense of accountability for oneself and for others as it relates to meeting commitments.
- An inclusive management style that actively solicits input from team members.
- Skill in relevant software such as Office 365 (OneDrive, SharePoint, Teams), and Salesforce is highly desirable.
- Experience and willingness to travel up to 50% internationally (following the lifting of COVID restrictions).
- Unquestionable ethics, integrity, transparency, and accountability in all actions.
- Experience living or working outside the U.S. is highly desired.
- Professional fluency in French is highly desired.



Key Relationships

Direct reports: Program Managers (4)

Other key relationships: President
Vice President, Development
Director of Research, Evaluation, and Impact
Director of Program & Partnership Development
Director of Marketing & Communications

Education

Master's degree or equivalent in population studies, public health, communications, social sciences, or another related field is required.

Compensation

The salary range for this position is \$130,000 - \$180,000. PMC offers its employees a competitive salary and excellent benefits including paid time off, health and dental insurance, employee assistance program and a generous employer 401(K) contribution of 8%.

Population Media Center (PMC) is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other category legally protected by federal or state law.



Korn Ferry Contacts

Jodi Weiss

Senior Client Partner, Nonprofit & Education
(202) 955-5943

Jodi.Weiss@KornFerry.com

Charlotte Kirks

Consultant, Nonprofit & Education Practice
(202) 955-0944

Charlotte.Kirks@KornFerry.com

Christina Cleary Maxwell

Managing Associate, Nonprofit & Education

Christina.Maxwell@KornFerry.com

About Korn Ferry

Korn Ferry is a global organizational consulting firm. We help clients synchronize strategy and talent to drive superior performance. We work with organizations to design their structures, roles, and responsibilities. We help them hire the right people to bring their strategy to life. And we advise them on how to reward, develop, and motivate their people.



© Copyright 20210, Korn Ferry

ALL RIGHTS RESERVED. Do not modify or create derivative works from contents. Statement of Confidentiality: This proposal and supporting materials contain trade secrets and proprietary business information of Korn Ferry. This information may be photocopied for use in evaluating the project, but is not to be shared with other organizations, consultants, or vendors without the express written permission of Korn Ferry.